

Exhibit J

REDACTED VERSION OF
DOCUMENT SOUGHT TO BE
SEALED



Benjamin Simon <ben@downdogapp.com>

New Years Sale: Over 60% Off!

Benjamin Simon <ben@downdogapp.com>

Mon, Jan 2, 2017 at 3:23 PM

To: [REDACTED] Down Dog App <contact@downdogapp.com>

Hi [REDACTED]

We're only offering this deal through our website because Apple takes a significant cut and also makes it harder for us to manage memberships (e.g. we can't issue refunds or cancel subscriptions).

Sorry to disappoint,
Ben

On Mon, Jan 2, 2017, 3:07 PM [REDACTED] wrote:

Hi guys

I would like to buy this sale membership. I noticed it can't be bought at this price through the app?? The link in the email only allows credit card purchase not iTunes acc ??

Is there a way to purchase via iTunes at this price?

Cheers

[REDACTED]

Sent from my iPhone

On 2 Jan 2017, at 11:29 PM, Down Dog App <contact@downdogapp.com> wrote:



Happy New Year, Yogis!

This week only, you can purchase a membership for just \$14.99 (over 60% off the in-app price)!

Click to join for \$14.99/year

A membership unlocks every feature in the app - adjust the speed of your practice, change the music style, or "boost" to focus on a specific practice area or body part. We have even more member features coming your way in 2017!

This year, over 100,000 people completed a practice with Down Dog. Our goal for 2017 is to reach 1 million and we'd love to have your help getting there. If you have any friends who you think might be interested in developing a yoga practice, it would mean so much if you could share Down

Dog with them.

As always, if there's anything we can do better, please let us know.

- The Down Dog Team

Questions? Visit our website or email us at
contact@downdogapp.com

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